### **GREATER VALUES** IN CARS FOR 1916

In Spite of Fact That Cost of Material and Labor Has Risen.

SHOW TO BE REVELATION

By CHARLES E. DURYBA.

While it is true that the war has sutomobile industry, which to a certain extent have hampered the manufacturers of this the buyer of a 1916 car will get more for his money than ever has been the case in the past. The sixbeen the case in the past. The six-teenth national automobile show, under the auspices of the National Automobile Chamber of Commerce, at the Grand Central Palace, New York, December 31 to January 8, and at Chicago January 22 to 29, will emphasize this fact re-garding car values perhaps more de-cidedly than any previous show. While it is true that the demand for

While it is true that the demand for steel, copper, from and other materials to be made into munitions has raised the price of raw material and brought about conditions making it difficult for motor car manufacturers to secure delivery of the raw or partly machined material. nevertheless such remarkable strides have been made in other directions that this extra expense is more than com-pensated. The majority of factories have installed recently much new labor Faving machinery, and in increasing their outputs have been able to pro-duce better cars or better parts at lower cost, even though the cost of the raw product has come somewhat higher. The parts makers are able to deliver com plete assemblies to makers of assembled cars far more expeditiously, cheaper and of better quality in many cases than heretofore. Never in the world's history has there been such a popularizing of a complicated structure as that which the automobile industry has given us:
never before has such a multitude of improvements been crowded into a few short years, and even a few short was stolen by and became the wife

industry started. Spiendid factories filled with the best designed and most modern machinery ceaselessly grind out parts that for exactness, proportion and quality of material never have been manner that they last longer. The upkeep and repair expense is less to the buyer, so that he not only gets more for his money in the initial investment, but he is the one who gains in the matter of upkeep. The machine has succeeded the man until intelligence seems to be all it lacks, and this the man supplies to the machine.

Not only has the engine become a RIIVING THE CAR OF TO.DAY

To Mrs. Villa on his retura.

"Everything turned out just as I expended out for a said in his letter. "Mrs. Villa have also been in Detroit giving the king a thorough investigation. The company's cars with test bodies and locked hoods have been giving demonstrations daily in Detroit.

Million Dellar Metal Body Co.

The demand of automobile buyers for the "Springfield Body Company of spring-life in the springfield Body Company of spring-life."

RIIVING THE CAR OF TO.DAY Not only has the engine become a

ellently that its power is only felt at the whirring wheels, and the thought of trouble from it is no longer a night-pare. Fitted with self-starter, it is driven by the women and girls with a much safety and zest as by the bes hired driver. Making its own electricity t not only provides a perfect ignition it not only provides a perfect ignition but lights its own way and blows its own horn. A self-shifting transmission only needs a hint from the operator. A differential that drives both wheels and will not lose all the power if one wheel slips has replaced the device of 1903 and added much safety. Bodies more perfect than kings' coaches of a lifetime back are now in universal use. The only criticism of the automobile shows of recent years has been that

shows of recent years has been that there is always "too much to see." The same will be true this year, but there will be more to see that is new and interesting than ever before.

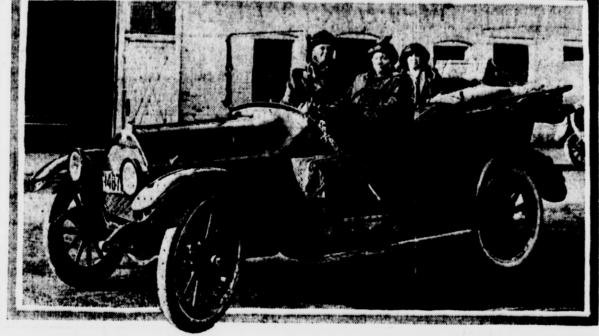
1,950 Saxons in November.

The Saxon Motor Car Corporation chipped 1,950 cars in November, bringing chipped 1,950 cars in November, bringing chippents for the eleven months of the cirrent year up to 17,563 cars. December hipments are estimated at 1,509 cars, so that the total shipments for the full year will aggregate about 19,663, compared with 7,323 in 1914. Previous estimate of the current year's production made at the announcement of the refinancing of the omigany by New York bankers was for an aggregate of but 17,600 cars. An excess of 2,000 cars over the bankers estimate is essured by the official figures.

An Invitation—Our Twin "Six" DOES good by its running, instead of merely having its agents TALK. We invite you in here, Mr. Ingood, Mr. Oncelvet, Mr. B. Wise, Mr. J. P. Intelligence, Mr. Shrewd, Mr. Oso Curious, Mr. Q. T. Rich, Mr. Swift, Mr. Trade, Mr. Busyman, Mrs. Murray Hill, Mrs. Young, Miss Willowy Trim, all of you. Drop in and we'll show you something. It's more than a car. It's twins. TWIN SIX." \$2475.

BRITTEN DISTRIBUTORS PHONE CULUMBUL 9882

Suffragett s Travel Far in Overland



These three workers for the ballot are journeying from San Francisco upon their arrival they will present to President Wilson a petition bearing the names of half a milon. Despite snowstorms and mud they have forged ahead vallantly in their Model 88 Over-

### SENORA VILLA PROUD OWNER OF A COLE '8'

Obtains It in a Roundabout Fashion, the Result of a "Trade."

thing of many cylinders, but its actions have been bettered until it runs like a sewing machine, so sweetly and C. T. Silver Says Method Is Becom-

An unusual offering of the

the Six with the marvelous motor

MONDAY Morning, December 6th, we will place on sale at most

attractive prices, several model 16

Chandler Touring cars which have been

on display in our agent's showrooms.

None of these cars have ever been run

over 100 miles, and in several cases,

the mileage is as low as twenty-five.

In reality they are absolutely new in

You cannot afford to purchase any car

at a price of \$900 or over without first

acquainting yourself with the values

They are the most remarkable offerings

BRADY-MURRAY MOTORS

CORPORATION

TEL. 9175 COL.

every respect.

we are showing.

1890 BROADWAY

ever made.

car has become more or less standard-ized," says C. T. Silver, the Overland, Willys-Knight and Peerless distributor. "With the majority of purchasers there is little uncertainty attached to the pro-ceeding. The first thing a prospective purchaser considers is price. That set-tled, he jots down the names of the cars

he can afford. Then begins the process of elimination, by which undesirables are

put out of the running.

"He is considerably impressed by the advertising of the different makes and goes about among his friends hurling a multitude of questions at them in regard to construction, material used and workmanship of the cars in which he is still interested. All these things dis-

Semical aliana Torres de Villa, she who de lamper provenents been covorded into a few short years, and even a few short years and the grade of the public of the period of the short years and the grade of the public of the period of the short years and years

The demand of automobile buyers for the a roundabout way, and since I have had wide dealings in Mexico, I felt that she would regard me in a more friendly light than the dealer himself."

BUYING THE CAR OF TO-DAY.

C. T. Silver Saya Method Is Becoming "Standardized."

"The mode pursued in buying a motor"

Willion Dollar Metal Body Co.

The demand of automobile buyers for the "Stringteld" type of car is emphasized by the announcement that a new concern called the Springfeld Body Company has been incorporated with a capitalization of Strong-dol to take over the business of the Springfeld West Body Company of Springfeld Measl Body Company of Springfeld Mess. The new corporation will be headed by W. L. Fry, New York city, as president. The board of directors includes as members Waiter L. Fry, E. W. Megoskin, Hindsale Smath. A. P. Smith and Frederick Fuller. About a year ago W. L. Fry, president of the new corporation, became interested in the old company.

### OWEN MAGNETIC CHANGE.

ieneral Electric Company Buya

Interest in Car and Patents. Announcement is made that the General Electric Company has acquired a substantial interest in the Owen magsubstantial interest in the Owen magnetic car and the Entz patents covering the electric transmission employed in the Owen magnetic car. It is announced also that in the future the electrical units employed in this transmission will be manufactured by the General Electric be manufactured by the General Electric Company and will bear the guarantee of

hat company.
R. M. Owen will remain as the head
R. M. Owen will remain as the head

### OVER COACH ROUTES Highways Have Changed

STUDEBAKERS TRAVEL

Greatly Since Stage Coach Days.

Where once ancient stage coaches of the studebaker and Concord type were wont o lumber over the old roads of California, now thoroughly modern cars spin over magnificently paved boulevards. plough through the desert sands and dimb the highlands over excellent mountain roads. In southern California alone there are now more than one hundred Studebaker cars covering on an average 60,000 miles a year on stage runs.

runs.

Werner M. Bateman, Studebaker dealer for San Diego county, describes an excellent highway 135 miles long which connects San Diego and Los Angeles. This route is traversed by twenders, the same operated on a genes. Ims route is traversed by twenty-one Studebaker cars operated on a stage line between the two points. These cars are not all operated by any single company, however. They are run by individual owners operating on a regu-

Individual owners operating on a regular schedule by anutual agreement.

Agents at the termini practically control the selling of tickets, which are good on any stage, and by this means all cars get their full quota of passengers and the line as an organization offers keen competition to the individuals for traffic between these two points. Thanksgiving Day witnessed the open-ing of a new and even better highway between the points mentioned, and now that it has been announced that the San Diego fair is to remain open for another year this new route will doubt be patronized by thousands tourists and sight seers. There is also another line wh

passes that they do not handle from ten to one hundred tourists from all parts of the Union. In most cases the only cars used for official tourist drives are R. M. Owen will remain as the head of the Owen magnetic organization. E. S. Partridge will be sales manager. A large production of the Owen magnetic cars has been arranged for and agencies are being established in coveral large with the grade is taken as well as the hard turns in high gear with the car throttled down to five to eight miles an hour. And this is done with five to bour. And this is done with five to

"All Year" Cars for Christmas.



The owner knows what "Firestone" means in the business world and by what quality of product and merchandising policies the name rose to the top. The conscientious chauffeur arrives at Firestones through his knowledge of their extra built-in values and their actual performance.

Most Miles per Dollar

# Non-Skid Tires

## To Maxwell Owners:

If you own a 1916 Maxwell car, you have a Prest-O-Lite Storage

If you own a .1914 or 1915 Maxwell car (Model 25), you own a Prest-O-Lite or a Pumpelly Storage Battery.

At our New York Branch we are giving special attention to service on Prest-O-Lite and Pumpelly Batteries (the Pumpelly Company having been purchased by us).

### Free Inspection and Service

We have complete facilities for the repair and charging of automobile starting and lighting batteries and invite you to bring your battery to us



at any time, and as often as you wish for free inspection and advice. If your battery is in need of repair, we will

loan you one to use while the repair is being made. Our advice on your battery problems will be cheer-fully given, no matter what

pattery you are using. The Prest-O-LiteCo., Inc. New York Branch 2104 Broadway

Liberty Bell Safely Carried



Mounted on White track equipped with Goodrich safety tread tires this historic relic was conveyed without injury from Philadel-

### **ELECTRIC MILEAGE RECORD IS SMASHED**

Ward Wagon Covers 98 Milof Streets on Single Bat. tery Charge.

Official recognition has been given by the New York Liestric Vehicle Assoca-tion to a mileage record established by a Ward special delivery wagon when by a Ward special derivery wagen when covered ninety-eight miles on a single charge of its battery while operating under regular service conditions through the streets of New York city, carrying its capacity load and making the are-age number of stope. The association's expert, John F. Delahant, was in charge of the record performance.

The route followed was from Mount
Vernon through The Bronx and Manhattan to the Battery, then north to King, bridge, back to Fortleth street, and beg, and forth between Fortleth and 168th streets, the Hudson and East River, until the battery was discharged. The total time was 16 hours, 7 minutes; actual running time, 12 hours, 212 min utes; average speed, 8.1 miles an hour number of stops, 35, and the current consumed was equivalent to 1945 am-pere hours. This figures out 1.68 ampere hours a mile.

Pormula for Truck Luthusiasa.

ng acrostle:
Ever present persistency;
N-0 "Ifs" while working:
T-aut grip on your will power
H-igh ideals for your goal;
U-ndivided attention to busin
1-magination without pession
A-mbitton of a high order;
N-tandards for example,
M-ake for enthusiasm.

ELECTRIC POWER-Feter effery Quad, we looked if the standard makes re satisfied that our

steer truck is the only on which can be used with a tire satisfaction through slip pery and modely roads — Mississ pi Biver Power Co., Keckuk, is

pi faver Power Co., Kedrak, LUMBER — We are haulit regularly two tons on o Jeffery Quad and have a trouble at all, even at to present time when the smission of 10 inches deep. Whave reached the concuise that there is no truck in the Jeffery Quad, and a think we have the worst provition in the country for truck to oversome — St. Co. Lumber & Mfg. Co., Winter Minn. [Hines Lumper Co.]

MINING—The Quad will carry its rated capacity where the P. . . truck will not go at all; whereas, the P.

ruck, with a rated capacit

Mining Co., Vietor, Cel
ROAD BUILDING - We
have had the Quad running
continuously over rough
roads, steep bills and in the med.
This rouch has assed the felt
where enveral other trucks work
ing in the same conditions are
unable to do the work Les More
Contracting Co., Niensch, La.

GENERAL HAULING

These two Quads are each doing the service of to males -G. Bedell Moore Latate San Antonio, Texas

GREAT LAKES FREIGHT

EXPRESS & TRUCKING

The Quad was able to make its regular tries through the read was made when the read was made and the regular tries through the read of the read of the regular tries and the regular tries and the regular tries and the regular tries and the regular tries of the regular tries and the regular tries of the regular tries would have been a find find it terrest, rearrefrive truck would have tree to use the regular tries to the regular tries the regular tries the regular tries to the regular tries tries the regular trie

STANDARD OIL

OTHER OIL DEALERS



December Is Quad Month

> Jeffery dealers select a month when road conditions are exceptionally bad to demonstrate the amazing ability of the Jeffery Quad-the truck that drives, brakes and steers on all four wheels.

TELEBRATING the world-wide acceptance of the Jeffery Quad as the ultimate type of motor truck, Jeffery dealers this month are giving a series of remarkable demonstrations. Their purpose is to drive home more forcibly than ever before, the fact that this truck does everything the standard rear-wheel-drive type of truck can do, and then goes on doing things no other truck in the world can do. They have chosen the month or December, because heavy snow-fails, thaws and rains make the roads particularly bad at this time—and because it is under the most difficult conditions that the Quad most clearly demonstrates its superior ability. It you're not already thoroughly posted on the Jeffery Quad, see your dealer, or write the Jeffery Company for complete information

### World-Recognition

Originally designed and built by the Jeffery Company to replace the four-mule team in the United States Army, the Quad during the past year, by sheer merit of its performance, has met with tremendous success in commercial service in practically every part of the world. In this period, more than 2,000 Quads have been bought, built and sent into service from the Jeffery factory - a record never before equaled for trucks of similar capacity. Today the Jeffery Quad is known and recognized the world over as a super-truck.

The Only Truck of Its Kind in Existence

-the only truck which drives, brakes and steers on all four wheels. M. & S. Automatic Locking Differentials put the power of the motor into any wheel or wheels that can get traction when the others cannot. Internal spur gears. driving directly on the inner circumference of each wheel, give a tremendous leverage. Consequently, the Quad plows through mud, sand, gravel and What the Jeffery negotiates grades which

the Quad is

exceedingly

The big sav-

ly notable.

Quad Does Pulls with all four toheels Brakes on all four wheels trucks.

and drive shaft
Steers on all four wheels
Carries two tons on its
back.
Goes through mud or snow
up to its hubs.
Climbs difficult grades.
Travels through water 34
inches deep.
Turns within 48 feet.
Economizes tires.

These Men Have Seen the Light Following is a partial list of concerns this country which have bought the Quad and proved its superior ability in

for only a few of the many names. Notice the widely varying lines of The United States Government; Standard Oil Company: Armour & Company: Du Pont Powder Company;

Company; Du Pont Powder Company; Morris & Company; American High Explosive Co.; Copper Queen Consoli-dated Mining Company; Bissell Carpet Sweeper Co.; Pople Transfer & Stor-age Co.; Val Verde Irrigation Co.; Mogolion Stage & Express Line; Tom Reed Gold Mining Co.; Milwaukee General ConstructionCo.; Merrell-Soule Co. (Wholeseld Mills) City Co. General ConstructionCo.: Merreil-Soule Co. (Wholesale Milk): City of White-water, Wis. Fire Dept.: Marshall Oil Co.; Hart & Page (Road Builders and Quarrymen): Highland Brewing Co.; Burton Powder Co.; Wisconsin Veterans Home: Brook Hill Farm, Waukesha, Wis (Dairving): General Asphall Co. (Dairying); General Asphalt Co. of Philadelphia (Contractors and Road Builders); City of Winston-Salem, N. C. (Road Building); Bethlehem Steel Co. and scores of other well-known consearching investigations.

### Now Comes YOUR Transportation Problem

you have not already seen the Jeffery Quad perform, you will surely want to witness one of the demonstrations conducted this month. Get in touch with the Jeffery dealer in your locality at once, or, if you do not know him, write the Jeffery factory, stating are impass-Moreover. the nature of your haulage problem and we will gladly send you complete in-formation in addition to putting you in touch with our nearest dealer. Find to maintain out now how the Quad will make money and operate. for you in your particular business. The Thomas B. Jeffery Company Dept. 12, Kenosha, Wisconsin.

New York Distributors:

Poertner Motor Car Co., 1759 Broadway, New York, N. Y.

